

## Senior Strategist – Supporter Journeys

<b>Job Level</b>	5	<b>Job reference No.</b>	1610
		<b>Role review</b>	
<b>Directorate</b>	Fundraising & Supporter Engagement	<b>Service/Function</b>	Supporter Marketing and Engagement
<b>Reports to</b>	Head of Supporter Engagement		

## Scale and scope of role

<b>Direct reports</b>	0	<b>Indirect reports</b>	0
<b>Budgetary responsibility / accountability</b>	£250k	<b>Accountability for other resources</b>	Negotiate costs, often involving contracts worth hundreds of thousands of pounds
<b>Reach and impact</b>	Responsibility for establishing the journeys of hundreds of thousands of individual givers as part of the Supporter Marketing & Engagement programme		

## Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the global Red Cross and Red Crescent humanitarian network.

## Our values and principles

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

## Directorate overview

The role of Senior Strategist – Supporter Journeys sits within the Fundraising & Supporter Engagement directorate.

The Fundraising & Supporter Engagement directorate works to raise the funds which enable all the amazing work that we do as an organisation.

### Purpose of the role

The purpose of this role is to ensure that our individual supporters are taken on relevant, inspiring journeys with us, to encourage financial giving as well as other relevant offers that enhance their experience with us, ultimately driving long term engagement with the British Red Cross.

### Main responsibilities

#### Review and develop a supporter journey framework

- Map out the journeys in place, identify opportunities for improvement, and make changes to enable us to deliver our Supporter Marketing & Engagement Strategy
- Develop metrics that measure the success of individual supporter journeys
- Monitor and evaluate progress, and ensure our supporter journeys lead to deeper engagement and greater lifetime value
- Commission and review analysis and research to ensure journey planning is based on supporter insight
- Ensure team members are trained and developed in supporter journey design

#### Lead supporter journey projects

- Develop, oversee and prioritise a portfolio of supporter journey development projects, identifying opportunities for improvement and learning
- Lead on the creation of a new Supporter Marketing & Engagement planning process, to design a multi-channel, supporter-informed programme
- Ensure all projects are managed according to agreed resources
- Promote single supporter view thinking, journey planning and delivery skills

#### Emergency Appeals

- Liaise with internal departments and external agencies as appropriate to implement an effective fundraising response
- Continuously improve emergency appeal activity and processes, specifically in relation to our supporter journeys

#### Team Member

- Actively participates in all team meetings
- Supports other team members
- Work and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

## Pre engagement checks

### Criminal Records

#### Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

### Drivers Checks

> Required No
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### Diversity

We are committed to being an inclusive employer with a diverse workforce. We encourage applications from people from the widest possible diversity of backgrounds, cultures and experiences – including disabled and ethnic minority candidates. This is to contribute to the breadth of experience we need to respond to people in crisis. You can read more about our commitment to diversity [on our website](#).

## Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
<b>Knowledge and Skills</b>	Essential	Understanding of journey design and of what drives donor or customer loyalty and lifetime value	S, I
		Knowledge of different audience insight, testing and segmentation methodologies and techniques	S, I
		Understanding of the different fundraising acquisition and retention channels and methodologies (including direct and digital marketing)	S, I
		Ability to manage multiple complex projects and related budgets and prioritise accordingly	S, I
		Able to build positive relationships with colleagues to achieve goals.	I, A
		Clear and engaging communicator, keeping people informed in the right way at the right time.	I, A
	Desirable	An understanding of behavioural psychology, specifically in giving or customer/supporter experience	S, I
		Knowledge of digital and social media metrics	S, I
		An appreciation of the application of marketing technology (CRM, marketing automation i.e. SAS, survey tools, digital engagement) to stewardship and engagement.	S
		Legislation regulation and compliance: A good understanding of the legislation, regulation and best practice in marketing and fundraising	S, I
		Able to deliver engaging training in your areas of expertise to grow the skills and capacity of your colleagues	S

<b>Experience</b>	Essential	<p>Significant experience of designing successful audience-focussed journeys/engagement programmes across a mix of channels and techniques</p> <p>Audience insight: Experience of using audience data and insight to drive decision making</p> <p>Experience in presenting to and collaborating with a range of senior and junior stakeholders</p> <p>Experience of creating and embedding frameworks, guidelines and tools to be used by colleagues</p>	S, I  S, I  I
	Desirable	<p>Experience of working specifically within a Supporter Experience or Customer Experience team</p> <p>Experience of leading and delivering change.</p> <p>Experience of designing and testing innovative supporter engagement programmes, journeys, products or propositions</p>	S  S, I  S, I  S, I
<b>Behaviours</b>		<p>Embracing and leading change: Demonstrates an ability to respond positively to constructive change by being open to new ways of working and demonstrating flexibility</p> <p>Leading and engaging: Demonstrates enthusiasm and commitment, taking ownership and involving others in order to contribute to the British Red Cross achieving its purpose</p> <p>Works collaboratively: Pro-actively works across boundaries to raise or solve issues and realise opportunities</p> <p>Communicates and influences effectively: Uses their understanding of others to tailor and choose the approach that will have the greatest impact</p> <p>Develops self and others: Demonstrates a willingness and an ability to develop own capability and knowledge by seeking and acting on feedback and updating knowledge and skills to improve performance</p> <p>Solution focussed: Identifies and draws out relevant ideas in order to address problems and opportunities</p>	I, A  I, A  I, A  I, A  I, A
<b>Additional requirements</b>	Essential	- Ensures inclusive practice and promotes diversity	I

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.